

Iain Weir

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Skills

Communication (15 years)	Analytics and Data (20 years)
Product Strategy & Innovation (8 years)	Creating Mockups (3 years)
Problem Solving (20 years)	Copywriting (15 years)
Defining Requirements (3 years)	Sports Marketing (15 years)
Coding (HTML, Python, SQL, Dart) (various)	Agile Methodologies (2 years)

Experience

Enigma Interactive - Digital Producer (June 2024 - Present)

- A client-facing role managing a small team of software developers to deliver on digital initiatives for a variety of clients, large and small.
- Working with clients to understand their needs, gather requirements and scope projects.
- Writing functional specifications and other technical documentation.
- Developing roadmaps and managing the team to deliver projects on time.

The Boat Race Company Ltd - Marketing & Communications Lead (March 2023-May 2024)

- Developing and implementing marketing strategies aimed at boosting awareness of the race including video, social media, email and web.
- Led the development of new website functionality that helped drive a 173% increase in users visiting the site and 293% increase in page views, year on year.
- Increased email subscribers by 255% whilst maintaining an open rate consistently above 50%.
- Formulated a new video strategy that saw a 46% increase in views, 34% increase in watch time and a 64% increase in the number of new subscribers on YouTube with no increase in cost.
- Implemented GA4 to the website including the use of Google Tag Manager to create custom events and conversions as well as start AB testing.

Fantasy Rowing - Founder (June 2023-Present)

- Built an iOS and Android app with a postgres (SQL) back end for rowing fans to make predictions about rowing events as part of a fantasy league.
- Top 100 in Sports Apps on the Apple app store during launch, peaking at 53rd. 4.8* rated.
- Quickly iterated the product based on user feedback, launching frequent updates during the week long launch event.
- Successfully drove fan engagement with a major sporting event (Henley Royal Regatta 2023 & 2024)

Endurance Sports Research Ltd (September 2018-October 2022)

A start up SME with expertise in collecting and aggregating sports performance data and empowering clients to achieve their high performance goals. The company's main product is a web platform called Ludum supported by iOS and Android apps but also offer bespoke solutions for clients with specific needs, motivated by success at the highest level in their sport.

Product Manager (August 2021-October 2022)

- Represented the customer internally by developing a deep understanding of their needs through data analysis, regular user interviews and product walk-throughs.
- Identified patterns in conversion data and used these insights to shape an overhaul of the onboarding process for multiple user groups while simultaneously making the sales process more efficient.
- Led the organization's involvement in a successful pilot project to overcome significant technical challenges and bring real time sports performance data, transmitted directly from the water, into live broadcast coverage for Henley Royal Regatta and The Boat Race.
- Managed the product roadmap to suit the cadence of work that could be produced from different departments.
- Undertook regular business development activities such as scoping and producing the specification for bespoke work involving a complex health monitoring feature for an Olympic sports program.
- Contributed to a collaborative working environment through the open communication of idea development through regular discussion, shared documents, user stories and feature specification using tools including Confluence, Jira and Google Workspace.

Marketing & Video Manager (September 2018-August 2021)

- Instrumental in generating engaging marketing copy for both the home and feature pages of the website as well as curating and creating the supporting imagery and app visuals including interactive elements and animated GIFs where appropriate.
- Successfully produced and directed a series of live streams covering sporting events that incorporated real-time GPS and accelerometer data transmitted directly from racing crews on the Thames river. This included recruiting and managing camera operators, setting up the servers for the RTMP video feeds, live editing the action including communicating with the commentary team and key stakeholders managing the event and working with the designer to develop dynamic graphics to overlay racing footage with performance data taken from our external API as well as timetable information and athlete profiles that could be bulk populated from *.csv
- Developed a video content strategy and produced original video content including customer storytelling, live streams and instructional content resulting in excellent YouTube growth starting from scratch to over 300K views, 37,000 hours of view time and over 1500 subscribers.

Freelance portfolio (May 2008-2022)

Video, Photography, Online Content & Social Media Marketer

- Freelance content creator
- Understanding client needs, delivering value and negotiating fees.
- Working with brands including but not limited to Red Bull Photography, f-stop, Hackett, Visit London, Hydrow, Rugby World Cup 2011, British Rowing, DLAPiper, Oakley, BBC Sport & Champagne Lanson.

RowingPhotography.co.uk (2010-)

- Grew a sports event photography business supporting many local and national rowing events with a full service providing; marketing imagery, participant images and on demand print fulfillment on an extremely timely basis by using the latest technology and developing workflows to get images online rapidly.

F-Stop Gear - Community Manager (2015-2016)

- Creating, curating, scheduling and targeting content for social media channels
- Supporting the Creative Director on production of overseas video and photoshoots
- Managing the EMEA brand ambassador programme as well as being public facing at trade shows such as ISPO, Outdoor & Eurobike.

ABN AMRO – Product Control Analyst (January 2008 – May 2008)

- Daily reporting of borrow costs and related fx exposure; identifying, investigating and subsequently escalating material variances.
- Controlling and resolving breaks between systems and participating in the review and enhancement of processes and reconciliations.

Dresdner Kleinwort Investment Bank – Product Control Analyst (July 2007 – December 2007)

- Responsible for the production and analysis of daily P&Ls relating to various credit products, understanding and resolving any discrepancies and liaising with both the trading desk and financial reporting team in the process.
- Duties also included the performance of month end processes, creation and validation of client valuation reports and dealing with audit queries.

PricewaterhouseCoopers LLP – Associate in Assurance: Technology, Information & Communications, Entertainment and Energy (October 2005 – June 2007)

- Auditing on the graduate scheme, clients included; Shell, Rio Tinto, BT, Samsung, ATCO Power Generation, FT & Camelot.
- Performing analytical review based on developing an expectation and investigating significant differences from actual figures; investigating things like interest reasonableness, testing fx gains & losses and derivative activity. Work also included controls testing and documentation and some non-financial audit.

Leicestershire County Council - Accounts Assistant (July - Sep 2003 & 2004)

- Working on the production of the annual LTP bid I was responsible for collating and checking financial and output data for the submission team as well as briefly being involved in a project to integrate management accounting information with the centralized project management system.

Loughborough Students Union - VP: Finance and Commercial Services - (August 2001 to August 2002)

- An elected position responsible for setting and monitoring the annual budget (turnover £5 million), responsibility for ensuring the success of the students' union commercial activity (bars, shops, entertainments and nursery) as well as for overseeing the website and IT strategy. Major projects involved working on the design and implementation of a new portal website and a major bar redevelopment.

Education

Data Science Bootcamp: Imperial College London in partnership with HyperionDev

Degree: 2:1 Sports Technology BSc (Hons.) Loughborough University

A Levels: Maths (A), Physics (A), Chemistry (B)

AS Levels: Biology (C)

GCSE's: 10 including Maths (A), English (B), Science – Double Award (A)